



NARRATIVE
R E S E A R C H

Halifax Partnership 2022 Business Confidence Study

May 27, 2022

Presented by:
Margaret Brigley, CEO & Partner



Annual Study

- Random telephone survey
- Private sector owners / senior managers
- Businesses in the Halifax area
- MOE +/- 5.7% (19 times out of 20)



300
Completed
Surveys



Field Dates

- March 16th to April 4th, 2022

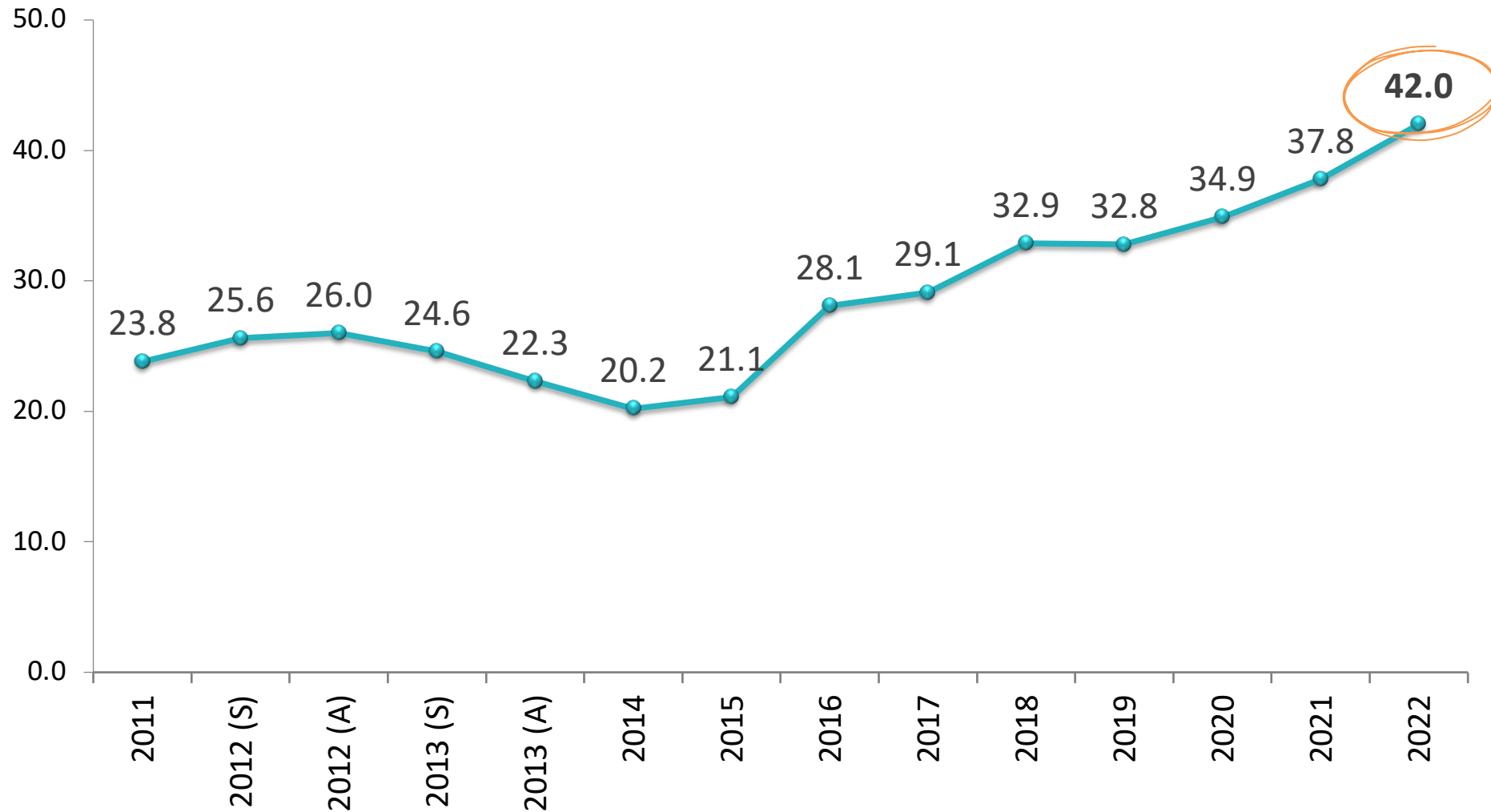
A composite score / index to assess business confidence:



- Assessing Halifax as a place to conduct business
- Current economic prospects for business operations
- Economic conditions for businesses compared to five years ago
- Future economic prospects for business operations
- Prospects for revenue growth over next five years



Halifax Partnership Business Confidence Barometer





Rating of Halifax as a Place to Do Business



39% Above average



50% Just average



7% Below average



4% Don't know/No answer



↓ 7

81%

Quality of life



↓ 6

79%

Workplace
safety culture



↓ 7

74%

Connections to
universities and
colleges



↑ 8

74%

Tele-
communications
and internet



↓ 1

66%

Connections by
road, rail, ship
and plane



↓ 12

58%

Quality of
labour



↓ 9

52%

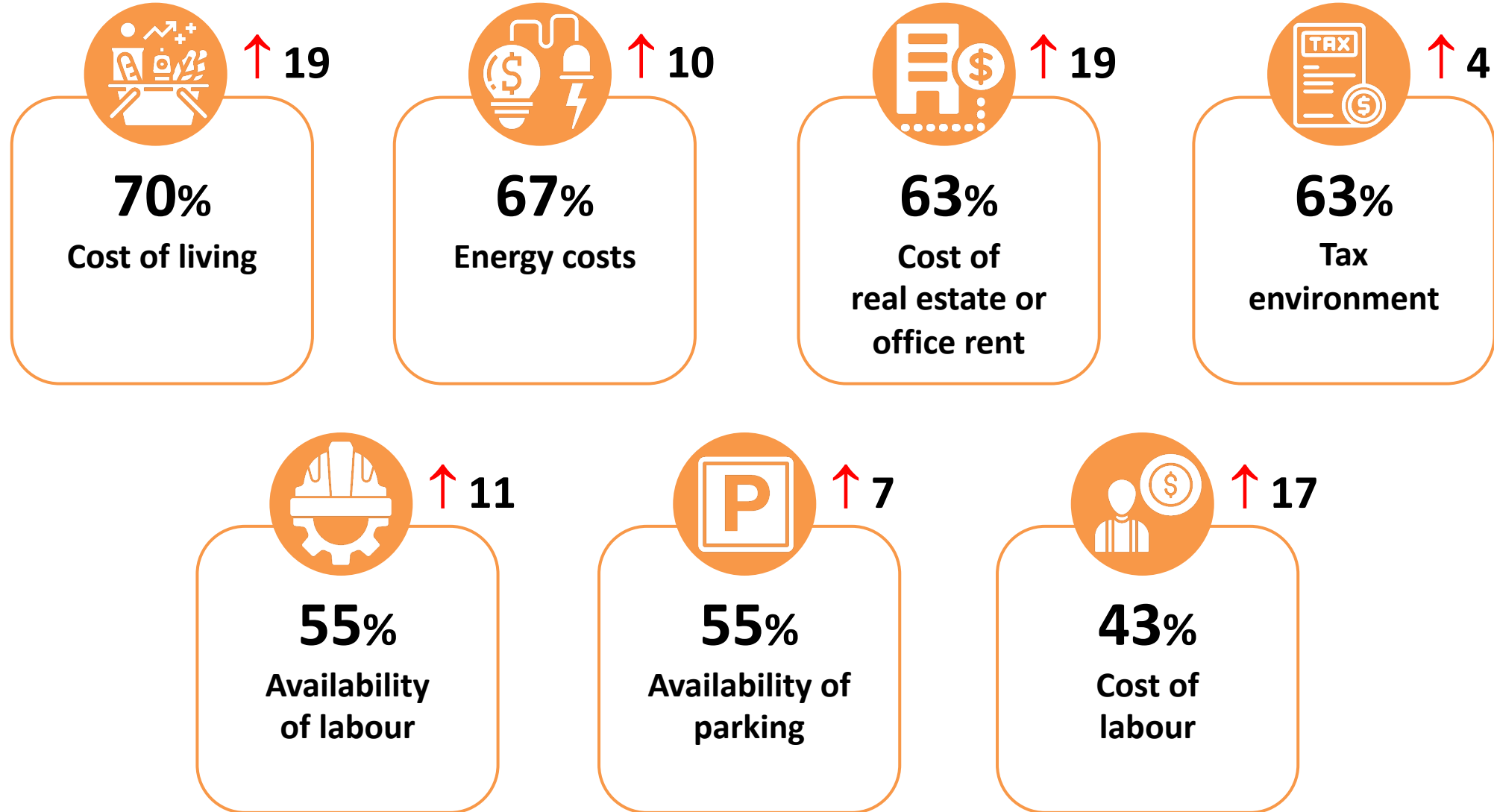
Local bus and
ferry system



↓ 18

47%

Cost of
labour

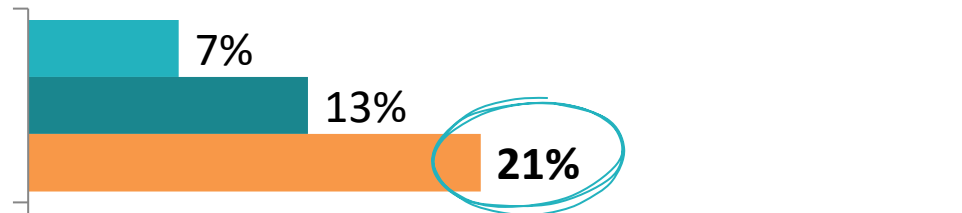




Most Important Issue to Focus On



Housing/Affordable housing



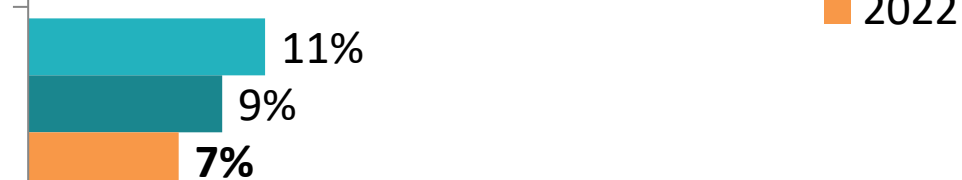
Affordability/Cost of living



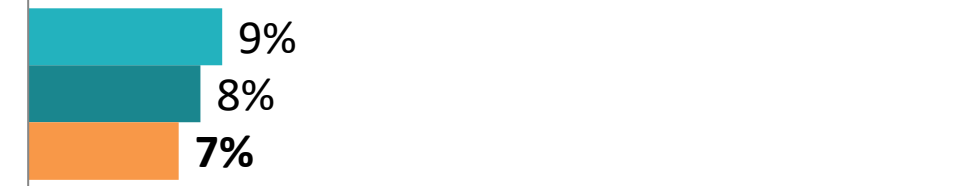
Infrastructure/Roads



Transportation/Public transportation



Lowering taxes



■ 2020
■ 2021
■ 2022

0% 20% 40%



NARRATIVE RESEARCH

Every insight tells a story.